



Rockport Millbrook Meadow Committee

Town Hall, Rockport, MA 01966

Charmaine Blanchard
Marcia Lombardo, Treasurer
Barbara Sparks
Frederick H. Tarr III

Samuel W. Coulbourn, Chair
Shannon Mason, Vice Chair
John Sparks, Project Manager

Minutes of Meeting, Wednesday, March 19, 2014, 7:00 p.m., Brenner Friends' Room, Rockport Public Library

7:04 p.m. Chairman **Sam Coulbourn** called the meeting to order. Members present: **Shannon Mason, Barbara Sparks, John Sparks** and **Ted Tarr** were present. **Marcia Lombardo** and **Charmaine Blanchard** were absent. **Gunilla Caulfield**, Trustee of the Lura Hall Philips Trust, **Eric Hutchins**, Project Advisor and **Karen Houston** were also present.

1. Resignation. Chairman Coulbourn announced that **Kimberly Jones** has found that her teaching workload has precluded her serving on the Committee and she has asked to resign. Her request has been sent to the Board of Selectmen, with our thanks for her help.

2. Prospective New Member. Sam introduced Karen Houston as a possible new member. At the end of this meeting she said that she would like to attend our next meeting, and by that time she feels that she will have learned enough about the Committee to determine whether she feels that she can be helpful. If and when she decides to apply, the Committee will vote to recommend her, and then her application will be sent to the Board of Selectmen for their approval.

3. Update Millbrook Meadow Restoration. John reported that the contractor, Milone & MacBroom (MMI), has provided us with a listing of possible grants that we may pursue. They are waiting for John to advise them when the ice has finally gone from the Mill Pond to conduct samples there.

4. Status of Fundraising, publicity, community support:

Report from Fund-raising Subcommittee. Shannon reported on two meetings with Fund-raising advisors **Susan Gray** and **Betsy Giannoccaro**.

Grants: Betsy has graciously volunteered to head our grant application project. Shannon will assist.

Shannon reported that the grant application for Bruce J. Anderson Fund has been received by the screening organization and will be considered.

Ask Campaign for Large Donors. Susan has been very helpful with this. She suggests that we launch this as soon as we are able, probably in mid-April. We should not mail or otherwise solicit donations until this first “ask” has taken place. We should arrange to visit prospects and make our request face-to-face. We should give each person we contact our brochure. We are collecting names of people whom we will contact to arrange a visit. Shannon asked members to send in their suggested names no later than March 31.

Conservancy Organization. The “Ask” campaign is intertwined with the prospective members of the Conservancy Board of Trustees. They will be expected to help guide the Conservancy governance, advise on fundraising and all other aspects of the Conservancy. Board members should be people who are recognized leaders in the community. We should include a lawyer, a professional environmentalist, and people who have knowledge and relationships amongst large donors. Sam announced that he has invited **Hildy Feuerbach**, a local attorney, with whom he served for seven years on the Planning Board, and she is considering. Sam asked Eric at the meeting, but he subsequently declined.

Status of brochure: Brochure is complete, and we have a very reasonable bid of \$270 for printing 1000 pieces by Gordon College Print Shop. Suggestion was earlier made to obtain a USPS bulk-mailing permit (indicia), but since this would cost about \$390 the first year, and would be useful only if we mailed 200+ pieces each time, and would become cost effective only after we had mailed about 600 pieces, we decided not to apply for the indicia now. Shannon moved to spend \$300 to print the brochures, Ted seconded, and all voted to approve. In discussing mailing, Karen said that another option would be to address brochures to all residents in a particular part of our zip code, such as those who live near the Meadow and Pond.

Conservancy Website. and www.millbrookmeadow.org We now have a QR code. See above.



Essex County Community Foundation: We have direct link with our giving page at ECCF’s website through our website. Sam will attend an all-day workshop, Institute for Trustees, on March 22nd.

Fund-raising and Community Outreach Events: Shannon and Sam reported events suggested at previous fund-raising committee meetings included

- An Enchanted Evening for large donors**
- A strawberry social for invited guests**
- An ice cream social for families**

One or more Movie nights.

General Fund-raising discussion : Members discussed various aspects, noting that we should not get so fixed on addressing large donors that we forget to address the regular people. Eric suggested that a 50-50 raffle could get a lot of people involved and interested, particularly in something that captures their attention, like guessing when the ice is gone from the Pond, or how many eels get counted, or when the water in the Pond reaches a certain temperature.

Eric suggested that we arrange to have a kiosk constructed on or adjacent to the Meadow or Pond, to provide a location for information about the Meadow and its programs. In order to do this without conflict in the Meadow we might obtain permission to install one on adjacent property.

5. Rockport Garden Club Knotweed Program: Request for \$300. Shannon moved to allocate funds for a check for the RGC. Ted seconded. All voted to approve.

6. Lura Hall Phillips Trust. Gunilla announced that she had submitted a check for over \$100,000.00 to Town Hall for the Meadow and Pond Restoration, which effectively closes the Phillips Trust. It must be approved by Selectmen. Members and Eric reacted to this saying that this event was much too important to be dealt with in a routine matter by the Selectmen. Sam said when he first heard of this he prepared a press release which goes into detail about Lura's history with the Meadow and her long record of accomplishments. This is an ideal opportunity to recognize Lura and call attention to the Meadow and our Restoration project. Sam will contact the Town Administrator and Chair of the Board of Selectmen and coordinate a suitable short ceremony which can receive appropriate press coverage. He and Gunilla will meet on March 24th to compare notes and gain more photos and information on Lura. He will also communicate with the Gloucester Times to arrange coverage.

7. Meadow Event Schedule:

Sat. April 5th: Eagle Scout Project. John reported that **Sayles Kasten** plans to organize an event to clear a five-foot-wide path in the dense brush along the edge of Mill Pond from the Norwood property over to Union Cemetery. They will put down wood chips but make no permanent structures. It would be helpful to arrange newspaper photographic coverage.

Sat., April 19th: Earth Day Cleanup for the Meadow, 8-12 a.m.. Shannon will contact **Gerri Falco** of ConComm to put MMC and the Meadow on the schedule, and arrange for plastic bags for collecting leaves, etc. We will advertise the event in order for Friends and Conservancy members may participate.

Sat., May 17th: Motif No. 1 Day. Shannon reported plans for the day. She moved to authorize \$30 for our booth fee. Ted seconded. All voted to approve. Sam will provide his pop-up tent and one folding table for the event. Shannon has asked her husband to help update the graphic display.

Wed., May 21st: MMI Visioning Session. John will coordinate with MMI on this. Members asked who would conduct this session. Sam proposed that we ask **Gaynelle Weiss** to lead it again, but we will need to work this out with MMI, as they may have

ideas about this that conflict with what we have in mind. We view this event as one that is important to reach Rockporters, and we want to ensure that there are good opportunities for citizen input and participation. Barbara will ask Gaynelle if she will do it again, if that meshes with MMI's plans.

Sat., May 24th: World Fish Migration Day, 9-11 a.m. Eric will arrange a trap to catch, count and release elvers and eels, with participation by children and interested adults. He has asked **Colleen Coogan**, a fellow marine biologist, to assist. He will also arrange to have a fly-casting contest (without hooks) for children to try their skill. We should continue to plan events for this day, including small prizes for children.

Sat., June 7th: Sandy Bay Pre-School Fair for about 100 people. Coordinator: **Shannon Bessin**. When date is finalized we will recommend approval to Board of Selectmen.

Sat. August 2nd or 16th, twilight: Movie Night in the Meadow. Shannon will look into this.

Sun., August 10th: Thirty-fifth Acoustic Festival (12 m.-6 p.m.) Event organized by David Cutler. MMC will provide a table with information and sale of Meadow tee-shirts, etc.

8. Committee Business: Minutes of January 15th and Feb. 12th were approved.

9. Set Next Meeting: Wednesday, April 16th, March 19th 2014 at Trustees' Room, Rockport Public Library.

10. Adjourn 9:00 p.m.

Approved:

Samuel W. Coulbourn

**Copy to: Town Administrator
Director of Public Works**